



Committee on Student Fees and Budget Review

UNIT REPORT: CAREER CENTER

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Unit Contacts

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Introduction to the Unit

The UC Berkeley Career Center prepares undergraduates, graduate students, and alumni to make informed decisions about their futures. The two main priorities of the Career Center are helping students with career clarity (figuring out what you want to do) and career competitiveness (being an attractive candidate to employers and graduate schools). In order to accomplish these priorities, the Career Center provides comprehensive resources, programs, and counseling on career development, internships, employment, and graduate school.

The Career Center also has a wide range of partnerships with employers, graduate schools, and campus academic and administrative departments that contribute to the breadth and effectiveness of their services. The unit also serves to provide undergraduates, graduate students, and alumni with online workshops, employer information sessions, online workshops, networking events, resume and cover letter help, employer and industry guides, career fairs, and externships. Currently, the center employs 16 counselors, 1 externships and internships supervisor, 1 unit director, and 2 professionals working in employer relations.

The unit is funded through both revenue and campus funding. The Career Center generates revenue through career fairs, alumni services, letter services, visibility services (resume books, and employer spotlights), and Berkeley circle (a tiered program that offers a range of services and recognition to employers in exchange for funding). The Career Center estimates that they will generate roughly \$1.25 million in total revenue for the fiscal year 2014 – 2015. In addition the unit receives approximately \$3.6 million in campus funding. The primary expense for the Career Center is employee compensation, which amounts to \$3.4 million. For the fiscal year 2014 – 2015, the Career Center estimates that they will have a net operating surplus of \$34,029.

Unit Director Meeting Findings

Mr. Devlin reported that the Career Center is 35-40% dependent on revenue. This high dependence on revenue is primarily because campus funding only pays for the salaries of two-thirds of the Career Center's employees, forcing the Career Center's revenue to cover the remaining the third. The average compensation for each employee is approximately \$70,000 + 44% of base salary in fringe benefits and the percentage for fringe benefits continues to rise. In Mr. Devlin also made the

point that the unit's revenue fluctuates with the economy and is somewhat variable as a result. Salaries are the largest expense that the unit incurs and while expenses overall continue to rise, the unit has trouble generating additional revenue because employer fees for career fairs and Berkeley Circle can only be raised so high. In addition, he expects that revenue from alumni services and letters services will go down in the near future. As a result, Mr. Devlin explained that although is currently at a surplus, he expects that the Career Center will be in a deficit for the foreseeable future.

Student usage of the Career Center is primarily comprised of counseling appointments. Despite employing 16 counselors, counseling sessions for students are typically backed up 3 weeks because of such high demand. In addition, there is a six-week waiting list for students to see the international student coordinator. Mr. Devlin made the point that value and demand for the Career Center's services are very high and considerably higher than in the past.

The Career Center received \$134,000 in CACSSF funding last year to hire an internship director, who would be in charge of visiting employers, developing events and venues both on and off campus and working with the alumni association to focus on hiring UC Berkeley students for internships. The unit is currently in the middle of a search to find the best person for the job and Mr. Devlin expects to hire the internship director before the Spring 2015 semester begins.

Compliance with Guidelines

The SSF guidelines indicate that the student services fee is intended for use for, but not limited to: services related to psychological health and well-being of students, social and recreational programs, services related to campus life and community, and career support. In accordance with the guidelines, SSF funds are used for career-related services and programs, all of which are supplementary and support non-core instructional programs. It is clear that that the Career Center is in compliance with the guidelines for SSF allocation usage.

Preliminary Recommendations

The Career Center's services significantly benefit the vast majority of the UC Berkeley student body in order to help students with career clarity and career competitiveness. The Career Center continues to be a very high priority among all students and especially among undergraduates in the college of Letters and Sciences, evidenced by the extraordinarily high demand for counseling sessions. Considering that only about 20% of UC Berkeley undergraduates go to graduate school immediately after graduation, there is more of a focus on employee relations and career development than ever before.

With additional funding, Mr. Devlin aims to focus on internship development and strengthening employee relations by expanding externship opportunities for undergraduate students. He also looks to expand industry-specific networking events with current students and alumni in major cities outside of Berkeley.

Mr. Devlin would also like to use funding to hire an additional counselor in order to reduce the waiting time for counseling sessions. Lastly, there will be a focus on humanities and social sciences students to raise awareness about employment opportunities and stress the importance of internships in the employment process.

Given the breadth of beneficial services that the Career Center provides to students through

employee relations and the unit's proven track record of serving students and as one of the most vital resources for students, the Career Center should receive additional funding in order to meet increased student demand and positively impact career services for students.